

The Influence of Socio Demographic Factors and Human Resource Capacity on The Empowerment of Sasirangan Fabric Craftsmen in Sasirangan Village, Banjarmasin City

Rusnawati ^{1*)}, Muhammad Alif ²⁾, Muhammad Riduansyah Syafari ³⁾

^{1,3)} Master Program of Development Studies Universitas Lambung Mangkurat, Banjarmasin

²⁾ Department of Communication, Universitas Lambung Mangkurat, Banjarmasin

*Corresponding Author

Email: rusnawatihermansyah05@gmail.com

Abstract

This study aims to analyze the influence of socio-demographic factors and human resource capacity on the empowerment of Sasirangan craftsmen in Sasirangan Village, Banjarmasin. A quantitative approach with a survey method was employed, involving 31 craftsmen as respondents. Data were analyzed using multiple linear regression after conducting classical assumption tests. The results showed that partially, socio-demographic variables (gender, age, education, income, and length of work) did not have a significant effect on empowerment ($p = 0.447 > 0.05$). In contrast, human resource capacity (knowledge, leadership, collaboration networks, community appreciation, and information access) had a positive and significant effect on empowerment ($p = 0.000 < 0.05$) with a regression coefficient of 0.563. Simultaneously, both variables significantly influenced empowerment based on the F-test ($p = 0.000 < 0.05$). The R Square value of 0.471 indicates that 47.1% of the variation in empowerment is explained by both variables. These findings indicate that craftsmen's empowerment is not determined solely by individual demographic characteristics but is rather influenced by human resource capacity built through training, mentoring, access to information, and institutional networks. Therefore, empowerment programs should prioritize comprehensive human resource capacity strengthening.

Keywords: Empowerment; Socio-Demographic; Human Resource Capacity; Sasirangan Craftsmen

INTRODUCTION

Sasirangan Village in South Kalimantan is a production center for traditional *sasirangan* fabric, typical of the Banjar tribe, which holds high cultural and economic value. Despite its great potential, many artisans still face obstacles in developing their businesses, such as limitations in management, marketing, and access to technology. One factor suspected to influence artisan empowerment is the capacity of human resources (HR), which includes knowledge, skills, and the ability to adapt to market developments (Nora Paraswati & Laily 2018; Ramadaniyah & Agustian 2024; Kosim et al. 2024).

According to data from the Banjarmasin City Industry Center for 2022, the center of *sasirangan* fabric artisans in Banjarmasin is concentrated in two sub-districts: Sungai Jingah and Seberang Mesjid. There are 15 business units in Sungai Jingah and 6 in Seberang Mesjid, with a total workforce of 108 people in both sub-districts (Perindustrian, 2023).

However, the empowerment of *sasirangan* fabric artisans still faces several challenges. One factor that warrants attention is the socio-demographic characteristics of the artisans, such as education level, age, gender, and socio-economic status, which influence how they manage their businesses and make strategic decisions. Additionally, HR capacity—in terms of technical knowledge, managerial skills, and access to training and technology—also plays a crucial role in determining the extent to which artisans can survive and thrive amidst the increasingly competitive creative industry landscape.

The empowerment of *sasirangan* artisans can be seen in their ability to manage businesses, access markets, and adapt to change. However, many artisans still rely on traditional methods with minimal understanding of modern management. Research by Rachmat and Darmansyah (2023) reveals that most artisans have not utilized digitalization opportunities, so

marketing remains limited to local areas. This indicates that low HR capacity can hinder business growth.

Improving HR capacity through education and training is key to supporting artisan empowerment. Law No. 11 of 2020 concerning Job Creation emphasizes the importance of competency development for MSMEs, including the traditional crafts sector. However, access to training remains limited, especially for artisans in rural areas. A study by Arya Pramudya et al. (2020) proves that artisans who participate in training have a significant impact on productivity, but only a few get such opportunities. The lack of digital literacy is a serious challenge in increasing competitiveness. Therefore, intervention from both the government and the private sector is needed to provide technology training to artisans.

The export market potential for *sasirangan* products is actually very promising but has not been optimally utilized. Data from Ahdiat (2024) shows that in 2023, the export value of Indonesia's textile industry reached approximately US\$3.6 billion. Issues of product standardization and certification are also serious obstacles in the development of the *sasirangan* business. The National Standardization Agency (2023) noted that only 12% of artisans have product certification.

In addition to internal artisan factors, external challenges such as competition with modern textile products and changing consumer preferences also affect the sustainability of the *sasirangan* business. Consumers today tend to prefer products that are fast, cheap, and follow global trends, so traditionally produced *sasirangan* fabric often loses out in competition (Hikmah et al., 2015). This highlights the importance of artisans' HR capacity in understanding market dynamics and adjusting marketing strategies to keep their products relevant (Mangkuprawira, TB.S, 2007). Without such understanding, artisans will struggle to maintain, let alone expand, their market share.

The development of tourism villages aims to increase community capacity in optimizing local potential. Here, residents are not only objects of development but also active subjects in creating independent tourism management. Therefore, the success of tourism village development depends on comprehensive community support. Forms of participation can vary, such as financial contributions, labor, skills, ideas, involvement in social activities, or participation in management institutions. Additionally, the presence of an organization overseeing the management process is also essential.

Socio-economic factors such as income and access to resources also influence HR capacity. Furthermore, factors causing gaps in community empowerment that have been identified include differences in socio-political, economic, and cultural variables (Hargittai et al. 2019; Mabweazara 2021) or socio-demographic variables (Schoeppe et al. 2015; Castro Lopes et al. 2021; Mohammed et al. 2023; Manojlović et al. 2025). Specifically, influencing socio-demographic factors include education, occupation, age, gender, income, race/ethnicity, background, and family structure (Niranjan et al. 2005; Moses et al. 2022; Lone et al. 2024; Manojlović et al. 2025).

Improving HR capacity can open up collaboration opportunities with other parties, such as the government, academics, or creative industry players. Moreover, social and demographic changes also affect the *sasirangan* industry. The social structure of the Sasirangan Village community in Banjarmasin, dominated by artisans with diverse educational backgrounds and skills, is an important factor in determining the level of artisan empowerment. Artisans with higher formal education or skills training backgrounds tend to be better able to face market competition and develop products with more innovative designs.

Research results from Wijayati et al. (2025) reveal that managing artisan HR data through digital technology increases their understanding of utilizing digital platforms to support HR management, expand marketing reach, and improve work efficiency.

Gender gaps also affect HR capacity, where female artisans often have more limited access to training and capital. Empowering female artisans through training can significantly increase productivity (Shiddiqi & Nikmah 2020; Ajisuksmo et al. 2022; Petrince Julianingsih et al. 2023). Therefore, empowerment programs must consider gender aspects to ensure equal opportunities.

The HR capacity of *sasirangan* artisans has a significant influence on their level of empowerment. Managerial and marketing aspects are also challenges in the development of the *sasirangan* industry. Many artisans lack skills in managing businesses professionally, including in finance, marketing, and product development. This impacts business sustainability and product competitiveness in local and global markets. Improving skills, access to resources, and support from various parties are key to optimizing artisan potential. If this can be realized, *sasirangan* artisans will not only be more economically prosperous but also able to preserve local culture amidst the currents of globalization.

Based on the above description, this study aims to analyze the influence of Socio-Demographic factors and Human Resource Capacity on the empowerment of *sasirangan* artisans in Sasirangan Village.

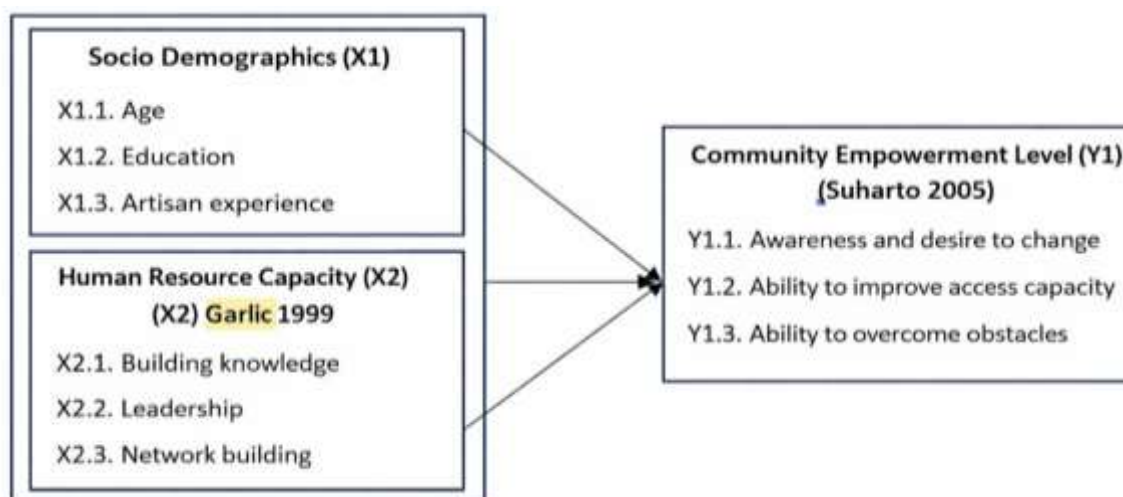


Figure1. framework between variables

RESEARCH METHODS

This study uses a quantitative approach supported by qualitative data. In this phase, researchers look at the influence of human resource capacity on the empowerment level of Sasirangan fabric craftsmen in Sasirangan Village in Banjarmasin. The quantitative approach in this study uses a survey method with a questionnaire as an instrument for data collection (Sugiyono, 2018).

The population in this study was all 31 Sasirangan craftsmen in Sasirangan Village, Banjarmasin (Hartiningsih *et al.* 2024). With 3 variables, consisting of the independent variables Socio-demographics (X1) and human resource capacity (X2), while the dependent variable is the level of community empowerment (Y). Primary data was obtained from the main source of respondents, while secondary data was in the form of references obtained through library research.

The analytical method used in this study is multiple linear regression analysis. With the stages of classical assumption tests, namely normality test, multicollinearity test,

heteroscedasticity test, followed by multiple linear regression tests and hypothesis testing (Ghozali, 2018).

The research hypotheses are H1: There is a positive and significant influence between socio-demographics (X_1) on the level of community empowerment (Y_1). H2: There is a positive and significant influence between Human Resource capacity (X_2) on the level of community empowerment (Y_1). H3: Socio-demographics (X_1) and Human Resource capacity (X_2) together have a significant influence on community empowerment (Y_1).

RESULT AND DISCUSSION

Results

Respondent Characteristics

The characteristics of the respondents in this study were obtained from respondent data regarding gender, age, education, monthly profit, length of time as a Sasirangan craftsman.

Gender

Table 1 Distribution of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	16	51,6
female	15	48,4
Total	31	100,0

Based on Table 1, it can be seen that the research respondents consisted of 16 males (51.6%) and 15 females (48.4%). This data shows that the number of male and female Sasirangan craftsmen is relatively balanced.

Age

Table 2 Distribution of Respondents by Age

Age	Frequency	Percentage (%)
19–30 years	6	19.4
31–50 years	21	67.7
> 50 years	4	12.9
Total	31	100.0

Based on Table 2, most respondents are in the age range of 31–50 years, namely 21 people (67.7%). Respondents aged 19–30 years amounted to 6 people (19.4%), while respondents aged over 50 years were 4 people (12.9%). The dominance of productive age indicates that Sasirangan craftsmen are at an age stage that is still physically and economically active.

Education

Table 3 Distribution of Respondents by Last Education

Last Education	Frequency	Percentage (%)
Elementary School	2	6.5
Junior High School	18	58.1
Senior High School	11	35.5
Total	31	100.0

Based on Table 3, it is known that most respondents had their last education in Junior High School, as many as 18 people (58.1%), followed by respondents with Senior High School

education as many as 11 people (35.5%), and Elementary School education as many as 2 people (6.5%). This data indicates that the education level of respondents is classified as intermediate.

Monthly Business Profit

Table 4 Distribution of Respondents by Monthly Business Profit

Monthly Profit	Frequency	Percentage (%)
< Rp1,000,000	2	6.5
Rp1,000,000 – Rp5,000,000	19	61.3
Rp5,000,000 – Rp7,500,000	9	29.0
Rp7,500,000 – Rp10,000,000	1	3.2
Total	31	100.0

Based on Table 4, most respondents earned business profits in the range of Rp1,000,000 – Rp5,000,000 per month, namely 19 people (61.3%). Respondents with a profit of Rp5,000,000 – Rp7,500,000 per month were 9 people (29.0%), while respondents with a profit below Rp1,000,000 were 2 people (6.5%) and respondents with a profit of Rp7,500,000 – Rp10,000,000 were 1 person (3.2%). This data shows that most Sasirangan craftsmen have relatively stable business income, although they are still in the small and medium enterprise category.

Length of time as a craftsman

Table 5 Distribution of Respondents by Length of Time as a Sasirangan Craftsman

Length of time as a craftsman	Frequency	Percentage (%)
6–10 years	14	45.2
11–20 years	13	41.9
> 20 years	4	12.9
Total	31	100.0

Based on Table 5, it is known that respondents with a length of time as a Sasirangan craftsman for 6–10 years were 14 people (45.2%), while respondents with 11–20 years of experience were 13 people (41.9%), and respondents with more than 20 years of experience were 4 people (12.9%). This shows that most respondents have considerable experience in the Sasirangan fabric business. This experience is important capital in improving production skills, understanding market needs, and facing business competition.

Classical Assumption Tests

The normality test aims to determine whether the residual data in the regression model is normally distributed or not. The normality test was performed using the Kolmogorov-Smirnov and Shapiro-Wilk tests. Data is said to be normally distributed if the significance value (Sig.) > 0.05.

Table 6 Results of Normality Test

Variable	Kolmogorov-Smirnov Sig.	Shapiro-Wilk Sig.	Information
Community Empowerment Level (Y)	0.005	0.142	Normal
Human Resource Capacity (X2)	0.200	0.890	Normal
Socio-Demographics (X1)	0.012	0.100	Normal (Shapiro-Wilk)

Based on Table 6, it is known that the Human Resource Capacity variable (X2) has a significance value greater than 0.05 in both the Kolmogorov-Smirnov and Shapiro-Wilk tests, so it can be declared normally distributed. The Socio-Demographic variable (X1) also meets the normality criteria based on the Shapiro-Wilk value of 0.100 (>0.05).

For the Community Empowerment Level variable (Y), the significance value is below 0.05. However, because the number of samples in this study is more than 30 respondents (N = 31), based on the Central Limit Theorem rule, the data can be considered close to a normal distribution.

Table 7 Results of Multicollinearity Test

Independent Variable	Tolerance	VIF	Information
Human Resource Capacity (X2)	0.832	1.202	No multicollinearity
Socio-Demographics (X1)	0.832	1.202	No multicollinearit

Based on Table 7, it can be seen that all independent variables have tolerance values above 0.10 and VIF values below 10. This indicates that there is no strong linear relationship between the independent variables. Thus, the regression model in this study is free from multicollinearity problems and is suitable for further analysis.

Multiple Linear Regression Analysis

Based on the results of multiple linear regression analysis using SPSS, the following regression equation was obtained:

$$Y = 1.163 + 0.083X_1 + 0.563X_2$$

Description:

Y= Community Empowerment Level

X₁ = Socio-Demographics

X₂ = Human Resource Capacity

The equation shows that:

- Constant of 1.163 means that if Socio-Demographics and HR Capacity are zero, then the Community Empowerment Level is 1.163.
- The regression coefficient for Socio-Demographics (X₁) is 0.083, indicating that every one-unit increase in Socio-Demographics will increase the Community Empowerment Level by 0.083 units, assuming other variables are constant.
- The regression coefficient for HR Capacity (X₂) is 0.563, indicating that every one-unit increase in HR Capacity will increase the Community Empowerment Level by 0.563 units.

Table 8 Results of Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error
0.686	0.471	0.433	0.300

An R Square value of 0.471 indicates that 47.1% of the variation in the Community Empowerment Level can be explained by the Socio-Demographic and Human Resource Capacity variables. The remaining 52.9% is influenced by other factors outside this research model, such as government policies, access to capital, technology, and market conditions.

Table 9 Results of F Test (Simultaneous)

Model	F calculated	Sig.
Regression	12.465	0.000

Based on Table 9, a significance value of 0.000 < 0.05 was obtained, which means that simultaneously the variables Socio-Demographics (X₁) and Human Resource Capacity (X₂) have a significant effect on the Community Empowerment Level (Y).

Table 10 Results of t Test (Partial)

Variable	Coefficient (B)	t calculated	Sig.	Information
HR Capacity (X ₂)	0.563	4.183	0.000	Significant effect

Socio-Demographics (X1)	0.083	0.771	0.447	No significant effect
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Based on Table 10:

- The Human Resource Capacity variable (X2) has a significance value of $0.000 < 0.05$, thus it has a positive and significant effect on the Community Empowerment Level (Y).
- The Socio-Demographic variable (X1) has a significance value of $0.447 > 0.05$, thus it has no significant effect on the Community Empowerment Level (Y).

Discussion

Influence of Human Resource Capacity on Community Empowerment

The hypothesis test results show that the Socio-Demographic variable (X1) has no significant effect on the Community Empowerment Level (Y). This is evidenced by a significance value of 0.447 which is greater than 0.05, so the first hypothesis (H1) is rejected. This finding indicates that differences in individual characteristics such as gender, age, education level, income, and length of time as a craftsman do not directly determine the level of empowerment of the Sasirangan craftsmen community.

Empirically, this result shows that the empowerment of Sasirangan craftsmen is not solely determined by their demographic background. Craftsmen with low or high education levels, productive or old age, can have relatively the same level of empowerment if they gain access to training, information, and community support. In other words, structural and social factors are more dominant than mere demographic factors.

When linked to community empowerment theory, this result aligns with the view that empowerment is not only determined by individual characteristics but is more influenced by the process of learning, participation, and access to resources. Empowerment theory emphasizes that empowerment is the result of a social process that involves capacity building, active participation, and opportunities to make decisions. Therefore, age or education does not automatically make a person more empowered if not accompanied by adequate environmental support (Alif et al., 2026). In this context, environmental support appears through coaching programs designed to bridge differences in craftsmen's backgrounds.

The results of this study can also be compared with several previous studies which found that demographic factors do not always have a significant influence on community empowerment. Several studies show that although education and work experience are important, the determining factors are training, mentoring, and involvement in social and institutional networks (Franklin & Ayentimi, 2025), (Hermawan, 2023), (Alif et al., 2021). These findings reinforce the argument that social capacity building is more influential than individual demographic attributes. Support for this social capacity building is evident in the agency's efforts to encourage innovation and collective motivation of craftsmen through competitive activities.

Simultaneous Influence of Socio-Demographics and HR Capacity

The simultaneous test results (F test) show that Socio-Demographics (X1) and Human Resource Capacity (X2) together have a significant effect on the Community Empowerment Level (Y). This is indicated by a significance value of $0.000 < 0.05$, so the third hypothesis (H3) is accepted.

The meaning of this joint contribution shows that even though partially Socio-Demographics have no significant effect, when combined with HR Capacity, both variables collectively still have a role in explaining the variation in the level of community empowerment. Thus, demographic characteristics become more meaningful when supported by increasing human resource capacity. In the context of empowering Sasirangan MSMEs, this finding indicates that variables such as age, education, experience, and income do not automatically produce empowerment, but can serve as "initial capital" that will work more effectively when

craftsmen receive training, mentoring, access to information, and adequate institutional networks.

Conceptually, community empowerment is the result of an interaction between individual factors and social factors. Socio-demographics provide the basic context (age, education, experience), while HR capacity provides actual capabilities (knowledge, networks, leadership, and access to information). When both work together, the empowerment process becomes more effective and sustainable. In this case, demographic conditions can influence how craftsmen respond to capacity-building interventions. For example, craftsmen with long experience have a strong foundation of traditional skills but still need informational support and innovation to remain relevant to changes in society (Alif et al., 2022). Conversely, craftsmen who are relatively new or younger may be more adaptive to digital marketing but still need strengthening of production competencies and quality understanding to be able to compete. Therefore, simultaneous significance shows that empowerment is more appropriately understood as an output of a "combination of conditions" between personal characteristics and capacity-building support.

Furthermore, the dimension of HR capacity built through experience-based learning also shows how demographic factors can be "activated" into a force that supports empowerment. Apprenticeship programs are one important example because they help craftsmen with low formal education backgrounds to still improve their competencies through practical paths and direct observation. This pattern shows that demographic limitations such as low formal education can be overcome through appropriate learning strategies, so that in the end empowerment does not depend solely on background, but on the effectiveness of the capacity-building process received.

On the other hand, the simultaneous interaction of X1 and X2 can also be understood through the relationship between business experience and access to markets and innovation. Craftsmen who have been in business for a long time usually have strong local social networks and established production skills, but their empowerment increases when institutional support provides access to promotion and wider market space. This is evident from the marketing facilitation provided by the local government.

In addition to conventional marketing, digital transformation also shows the importance of synergy between demographic characteristics and HR capacity. In general, adaptation to digital marketing can differ according to the age or learning habits of the craftsmen. However, these differences can be managed through appropriate training and information support. This training shows that demographic factors such as age or education level do not have to be obstacles, as long as capacity interventions are carried out with methods that suit the characteristics of the participants. Thus, simultaneous significance reinforces that empowerment is not only about "who" the craftsman is (demographics), but "what they access and master" (capacity) and how the two meet in the empowerment process.

In addition, strengthening innovation also reflects how demographic factors can interact with HR capacity to drive empowerment. Motif creativity, for example, can emerge from long experience or new ideas from the younger generation but still requires space for stimulation, guidance, and motivational drive mechanisms.

The policy implication of this finding is that community empowerment programs are not enough to focus solely on economic assistance or age and education-based approaches but must be directed at improving overall human capacity. Local governments and stakeholders need to design training programs that suit the demographic conditions of craftsmen so that the interventions provided are more targeted. In practice, these adjustments can include: (1) practice-based training models for craftsmen with low formal education; (2) intensive mentoring for older craftsmen groups to be more comfortable adapting to marketing technology; (3) strengthening networks and market access for craftsmen who have been in business for a long time to be able

to increase their business scale; and (4) facilitating innovation for younger craftsmen so that their creativity can be directed towards market needs and business sustainability. This framework confirms that the effectiveness of empowerment increases when policies are not uniform but instead consider demographic variations as context, while focusing interventions on strengthening HR capacity as the main driver of empowerment.

Thus, the simultaneous test results confirm that the empowerment of the Sasirangan craftsmen community is influenced by the synergy between basic socio-demographic conditions and the actual capabilities formed through increasing HR capacity. These findings emphasize the importance of an integrative empowerment strategy: not focusing on individual attributes alone but combining them with coaching, training, networking, and information support programs that are responsive to the characteristics of the craftsmen. When these two variables work together, empowerment becomes more effective, more adaptive to market changes, and more likely to result in long-term business sustainability.

CONCLUSION

Based on the results of this study, socio-demographic factors (X_1) and human resource capacity (X_2) simultaneously have a significant effect on the empowerment of Sasirangan artisans, with an F-test significance of 0.000 (< 0.05). However, the model's explanatory power is moderate (R Square = 0.471), meaning that both variables together explain only 47.1% of the variation in empowerment, while the remaining 52.9% is influenced by other unexamined factors such as government policies, access to capital, and market conditions.

Partially, only human resource capacity (X_2) has a positive and significant effect on artisan empowerment (sig. 0.000; regression coefficient 0.563). In contrast, socio-demographic factors (X_1) show no significant effect (sig. 0.447; coefficient 0.083). This indicates that individual characteristics like age, education, and income do not directly determine empowerment; rather, access to training, mentoring, and institutional support plays a more dominant role.

Thus, empowering Sasirangan artisans depends more on strengthening HR capacity than on their demographic background. Effective empowerment strategies should prioritize practical training, digital literacy, continuous mentoring, and responsive program design that accommodates diverse artisan characteristics to ensure business sustainability in the competitive creative industry.

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